

RECEIVED
CENTRAL FAX CENTER @003
OCT 29 2004

RESPONSE UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE - EXAMINING GROUP 3620

I hereby certify that this paper is being facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

October 29, 2004
Date

Angela S. Long
Angela S. Long

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Connie D. Myers
Application No. : 09/575,845
Filed : May 19, 2000
For : METHOD AND SYSTEM FOR TRACKING CONSUMER
AWARENESS OF BRAND-NAMES (As Amended)

Examiner : Jean D. Janvier
Art Unit : 3622
Docket No. : 680047.402
Date : October 29, 2004

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE AMENDMENT UNDER 37 CFR 1.116
AND REQUEST FOR RECONSIDERATION

Commissioner for Patents:

In response to the Office Action dated August 2, 2004, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.